

## ABSTRACT OF THE DISCLOSURE

1           A method and system for tracking hits of a requested network  
2 file includes embedding an instruction within the file that directs the request-  
3 ing device to transmit an indicator to a processor for counting subsequent  
4 to the requesting device receiving the requested file. The request for the  
5 network file is made by a requesting device (e.g., client of an end-user) and  
6 may be made over the Internet. The instruction is executed by a Web  
7 browser at the requesting device. The instruction is embedded within the  
8 Internet file, so that if the file is cached by a proxy server, the instruction is  
9 also cached. Thus, the instruction will reach the end-user regardless of  
10 whether the file is downloaded from the proxy server or from an originating  
11 server. When the file reaches the end-user, the instruction triggers the  
12 transmission of the indicator that is send to the processor for counting.